

KXLF-TV is serving our regional coverage area in Southwest Montana through sponsorship of community events and non-profit organizations. A few examples of these sponsorships include: *The American Red Cross Heroes Dinner; Big Brothers and Big Sisters Bowl for Kid Sake; March of Dimes Annual Fundraising Events for Butte and Dillon; Big Sky Repertory Theater; Butte Symphony; Anaconda Motor Cross; Montana Tech Mineral Museum Summer Event Series; An Ri Ra (Montana's Irish Festival); Montana Gaelic Cultural Society events and activities; Butte Silver Bow Arts Foundation; National Folk Festival; Butte Celebrations Independence Day and St. Patrick's Day celebrations; American Cancer Society events; United Way fundraisers throughout the area; Main Street Uptown Butte Ghost Tours, Farmers Market and Summer Concert Series; The Salvation Army; and the Young Musicians Club.*

KXLF-TV is proud to serve the communities of our broadcast area in Southwest Montana through promotion and sponsorship of exciting cultural events in our community.

In addition to sponsorships and promotions, KXLF-TV airs Public Service Announcements in with frequent rotation to promote local non-profits organizations that provide a fundamental or educational service within our community. Examples of PSA's ran in the past twelve months include: *The Butte Amateur Wrestling Association; The Butte-Silver Bow Public Library; Big Brothers Big Sisters; Butte Citizens for Preservation and Restoration; The Butte Silver Bow Chamber of Commerce; Mainstreet Uptown Butte; Associated Students of Montana Tech; The Butte-Silver Bow County Fair; The Butte Silver Bow Health Department; Paul Clark Ronald McDonald*

*Family Place; Pintler Pets (Anaconda's no kill animal shelter); Butte Rescue Mission; The Salvation Army; and the Butte Emergency Food Bank.*

These organizations benefit from KXLF-TV's wide reach and diverse age and viewer demographics. KXLF viewers in turn benefit from the hard work and missions of the wide variety of organizations who serve our community.

Our staff at KXLF-TV is also very involved with the community in which they live, through volunteering for local events and serving on advisory boards and non-profit boards, because our service to the communities we serve is invaluable. . The organizations that benefit from the time and talents of our employees include Big Brothers and Big Sisters, Southwest Montana Chapter of the American Red Cross, March of Dimes, Butte Exchange Club, Butte Silver Bow Chamber of Commerce, Mainstreet Butte, United Congregational Church, Young Musicians, Butte Silver Bow Crime Stoppers, Hillcrest School PTO Association, United Way, and the Salvation Army.

KXLF-TV offers a free service to local organizations that helps keep community members aware of upcoming events through our "What's Happening" community calendar. This free service has a high frequency rotation and promotes events in Southwest Montana to viewers almost once every hour of our broadcast day. It is updated weekly with new materials to provide as many organizations as possible a chance to promote their upcoming event to the community.

Every May KXLF is host to the very popular "May Fair". This is a community trade show for our advertisers. Thousands of members of the Southwest Montana community attend this event each Mother's Day

weekend. We dedicate the entire foyer of the Butte Civic Center as a place for local non-profit organizations to promote their mission or organization.

In a continuing effort to be an effective community leader and source of information in Southwest Montana we air “Montana Spotlight.” This five minute program runs in conjunction with our noon news Monday through Friday. This one on one interview format is a popular platform to profile upcoming events, local organizations, and individuals that are of interest in the area.

Events or happenings needing more attention than Montana Spotlight are showcased in our half hour Sunday programs. Montana’s News Station airs “Face the State” each Sunday, which is a program dedicated to informing viewers in depth coverage and information about statewide issues. Immediately following this program is a localized program called “Focus”, which is a more localized version of Face the State that offers in depth coverage on local events in our area.

One very popular public service that KXLF-TV provides is live coverage of Butte’s Independence Day Parade. This coverage is two hours long and allows community members, especially seniors who cannot go out in the heat, to be part of the holiday festivities. As a special feature, we re-cap the fireworks show from the evening before for the viewer’s pleasure. KXLF-TV employees work for several months compiling information on the parade entries, planning for technical issues that might arise from the live broadcast, and producing graphics that improve the overall quality of the parade. This event is a combination of hard work and dedication by KXLF-TV employees to provide quality service to the Southwest Montana community.

